

2005 Eureka! Awards
Entry Classification Form
Deadline for Entries – March 21, 2005
(use photocopies of this form for additional entries)

Ship Entries to:
Gary Zenker
Vice President & Director of Marketing
First Financial Bank
100 East Lancaster Ave
Downingtown, PA 19335

Financial Institution: _____

Total Assets: _____

Address: _____

Contact Name: _____

Phone: _____

Agency: _____

Creative Team: _____

Address: _____

Contact Name: _____

Phone: _____

Should this entry be a winner,
Who will be the recipient(s)? _____

All entries must include a written description, not more than 500 words stating Marketing objectives, Target audience and Quantitative results (*required where measurable*).

Entry Division: A (*Assets up to \$250 million*) B (*Assets between \$251 and \$500 million*)
(check one) C (*Assets between \$501 and \$999 million*) D (*Assets of \$1 billion or more*)

Entry Classification: Retail/Consumer Branding/Image
(check one) Business to Business Other

Entry Category:

<input type="checkbox"/> Print	<input type="checkbox"/> Radio	<input type="checkbox"/> TV
<input type="checkbox"/> Direct Marketing	<input type="checkbox"/> Campaign	<input type="checkbox"/> Mixed Media Campaign
<input type="checkbox"/> Sales Promotion/Internal Marketing/Sales Center	<input type="checkbox"/> Outdoor	<input type="checkbox"/> Public Relations
<input type="checkbox"/> Publications	<input type="checkbox"/> Internet	